

Montana Office of Tourism

2012 Montana Governor's Conference on Tourism and Recreation

2012 Montana Governor's Conference on Tourism and Recreation

Dates: April 11-13, 2012

Location: Best Western Heritage Inn, 1700 Fox Farm Road, Great Falls, MT 59404,
406-761-1900, 1-800-548-
8256, heritageinn@bwheritageinn.com, www.bestwestern.com/prop_27029



Conference Agenda

Below is the 2012 Montana Tourism Conference Agenda. We'll be updating it over the next couple of months as more details are developed. All events, unless otherwise noted, take place at the Best Western Heritage Inn.

Wednesday, April 11, 2012

1:00-8:00 pm | Wednesday

Conference Registration

Sponsor: TBD

Room: Russell Room

1:30-3:30 pm | Wednesday

Great Falls Historic Trolley Tour (42 person limit, pre-registration requested)

Host: Great Falls Historic Trolley, Carol Place
Room: Board Buses at Front of the Hotel

Free, 2-hour tour of Great Falls with stories of the community's unique and distinctive natural, cultural, historical and human resources.

2:00-5:00 pm | Wednesday

MT Visitor Information Center (VIC) Program Meeting

Host: MT Office of Tourism Visitor Services Program
Room: Lewis & Clark Rooms (2nd Floor)

2:30-4:00 pm | Wednesday

MT Lodging & Hospitality Association (MLHA) Hospitality Council Meeting

Host: MT Lodging & Hospitality Association
Room: Montana/Alberta Room

3:30-5:45 pm | Wednesday

Afternoon at the Movies

Host: Great Falls CVB Conference Planning Committee
Room: American Room

Enjoy your own free, private screening of "Playing for the World: 1904 Fort Shaw Indian Girls Basketball World Champion Team," a MT PBS Production served with an introduction and treats.

4:00-5:00 pm | Wednesday

Tourism Infrastructure Investment Program Grant Application Training

Host: MT Office of Tourism Development & Education Program
Room: Missouri Room (2nd Floor)

If your organization is planning to submit a tourism-related facility improvement project for TIIP Grant funding in 2012 or beyond, this session will help you understand the priorities of the grant program, information being requested by the grant application, and tips on what makes a good proposal.

4:00-6:00 pm | Wednesday

Great Falls Historic Trolley Tour (42 person limit, pre-registration requested)

Host: Great Falls Historic Trolley, Carol Place
Room: Board Buses at Front of the Hotel

Repeat of 1:30 pm Tour

4:30-6:00 pm | Wednesday

MT Tourism Business Improvement Districts (TBID) Meeting

Host: Billings TBID, John Brewer
Room: Britain/Canadian Rooms

5:45-7:00 pm | Wednesday

Afternoon at the Movies

Host: Great Falls CVB Conference Planning Committee
Room: American Room

Enjoy your own free, private screening of "The Great Falls Story," a production by Great Falls' The History Museum and local filmmakers. Movie is served with an introduction and treats.

7:00-10:00 pm | Wednesday

Welcome Reception

Sponsor: MT State Parks

Room: Convention Area

Come celebrate the opening of the conference with all your friends and partners, make new friends, hear from our MT State Parks and enjoy the atmosphere created by Great Falls musician Richard Mattoon.

Thursday, April 12, 2012

7:00 am | Thursday

Conference Registration

Sponsor: TBD

Room: Russell Room

7:00-8:15 am | Thursday

New Ambassadors Breakfast (for 1st time conference attendees)

Sponsor: TBD

Room: American, Britain, Canadian Rooms

8:30-9:45 am | Thursday

Welcome and Feature Presentation: Outlook 2012 - Domestic and International Travel Trends

Presenter: Dr. Suzanne Cook, Senior Advisor, U.S. Travel Association, Washington, D.C.

Sponsor: Yellowstone National Park Lodges - Xanterra

Room: Convention Area

9:45-10:30 am | Thursday

Networking Break

Sponsor: TBD

Room: French Quarter Exhibit Area

10:30-11:45 am | Thursday

Feature Presentation: Building Your Brand One Story at a Time – Strategic Storytelling

Presenter: Bill Baker, BBandCo, Vancouver, BC

Sponsor: TBD

Room(s): American, Britain, Canadian Rooms (overflow Montana/Alberta Room)

Noon-1:15 pm | Thursday

Montana Grown Luncheon

Sponsor: Voices of Montana Tourism

Room: Convention Area

1:30-2:45 pm | Thursday

5 Concurrent Break-Out Sessions & a Field Trip

Putting TripAdvisor to Work for You

Presenter: Mark Mamber, National DMO Sales Manager, TripAdvisor

Room: American Room

Social Media Beginners Training

Presenter: John Hope-Johnstone, HPR Social Media, Corvallis, OR

Room: Britain Room

MT Tourism 2012 Outlook, Visitor Expenditures, Using Report Builder

Presenter: Institute for Tourism & Recreation Research Staff

Room: Canadian Room

Voices of Montana Tourism Leadership Training

Presenter: Mary Paoli, Mary Paoli Communications, Bozeman, MT

Room: Montana/Alberta Room

TBD

Presenter: TBD

Room: Lewis & Clark Rooms

Field Trip: Ursuline Retreat and Conference Centre (42 person limit, pre-registration required)

Host: Ursuline Centre Historical Foundation & Great Falls Historic Trolley

Room: Board Buses at Front of Hotel

2:45-3:30 pm | Thursday

Networking Break

Sponsor: TBD

Room: French Quarter Exhibit Area

3:30-4:45 pm | Thursday

5 Concurrent Break-Out Sessions & a Field Trip

Sustainable Tourism Workshop

Presenters: Graduates of the Yellowstone Business Partnership's UnCommon Sense Program

Room: American Room

Social Media Intermediate Training

Presenter: John Hope-Johnstone, HPR Social Media, Corvallis, OR

Room: Britain Room

Coming Together to Expand MT's Tourism Story

Presenter: MT Office of Tourism and MercuryCSC Staff

Room: Canadian Room

Voices of Montana Tourism Leadership Training

Presenter: Mary Paoli, Mary Paoli Communications, Bozeman, MT

Room: Montana/Alberta Room

2012 American Indian Alaska Native Tourism Association Conference in MT Preview

Presenter: Ed Hall, Aianta Board Member/BIA Transportation Specialist, Washington, D.C.; Jackie Yellowtail, Apsaalooke Nations Tourism Director/Aianta Board Member, Crow Agency, MT; Ed DesRosier, Sun Tours/Aianta member, East Glacier, MT

Room: Lewis & Clark Rooms

Field Trip: Lewis & Clark Interpretive Center (56 person limit, pre-registration required)

Host: Lewis & Clark National Heritage Trail Interpretive Center

Room: Board Buses at Front of Hotel

4:45-7:00 pm | Thursday

Networking Reception

Sponsor: TBD

Room: French Quarter Exhibit Area

7:00-9:00 pm | Thursday

Montana Tourism Awards Banquet

Sponsor: Glacier Park, Inc.

Special Guest: TBD

Room: Convention Area

Let's enjoy some good company, Montana foods and join together in celebrating the good works of our peers with the Tourism Person, Event, Partnership and Community of the Year Awards.

9:00-11:00 pm | Thursday

Entertainment – The 49th Street Blues Project

Sponsor: Glacier Park, Inc.

Room: Convention Area

Friday, April 13, 2012

7:00 am | Friday

Conference Registration

Sponsor: TBD

Room: Russell Room

8:30-9:45 am | Friday

Feature Presentation: Brand USA, Inc. and the United States of Awesome Possibilities

Presenter: Diane Shober, Director, Wyoming Office of Tourism, Cheyenne, WY

Sponsor: TBD

Room: Convention Area

9:45-10:30 am | Friday

Networking Break

Sponsor: TBD

Room: French Quarter Exhibit Area

10:30-11:45 am | Friday

5 Concurrent Break-Out Sessions & a Field Trip

Sustainable Tourism Workshop

Presenters: Graduates of the Yellowstone Business Partnership's UnCommon Sense Program

Room: American Room

Social Media Advanced Training

Presenter: John Hope-Johnstone, HPR Social Media, Corvallis, OR, and MT Social Media Panel

Room: Britain Room

Putting TripAdvisor to Work for You

Presenter: Mark Mamber, National DMO Sales Manager, TripAdvisor

Room: Canadian Room

MT Tourism 2012 Outlook, Visitor Expenditures, Using Report Builder

Presenter: Institute for Tourism & Recreation Research Staff

Room: Montana/Alberta Room

RMI Update: Latest in MT's International Tourism Efforts

Presenter: Rocky Mountain International (RMI) and MT Office of Tourism Staff

Room: Lewis & Clark Rooms

Field Trip: C.M. Russell Museum (56 person limit, pre-registration required)

Host: C.M. Russell Museum

Room: Board Buses at Front of Hotel

Noon-1:30 pm | Friday

Montana Grown Luncheon & Exhibitor Giveaway

Sponsor: TBD

Room: Convention Area

Following the Friday luncheon, the conference concludes. Best wishes for a great 2012. We'll get back together for the next Montana Tourism Conference March 24-26, 2013, in Helena.